

LEO BURNETT U.S.A.

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Printed in U.S.A.

Come to where the flavor is.  
Come to Marlboro Country.



Marlboro Red or Longhorn 100's—  
you get a lot to like.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 18 mg. "tar," 1.1 mg. nicotine—100's: 17 mg. "tar," 1.1 mg. nicotine av. per cigarette. FTC Report Aug. '96

